

transmitting the first service response value, the mobile network identifier,  
and a random number to a network operator by the content provider;

*Cont*  
calculating a second service response value and a cipher key by a  
network operator and determining if the first service response value matches the  
second service response value; and

transmitting the content to the user, when the first service response value  
matches second service response value, by the content provider.

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